



COMMUNITY AND BRAND ENGAGEMENT

January 2025

Prepared By: Craig Campbell, Director

Tampa Bay BBQ Festival

Date: January 10th – 12th **Location:** Vinoy Park, St. Pete **Staff Lead:** Jake Hermann

Brand Activation:

• Welcome Truss

Messaging:

• Still Shining





Partner Meeting

Date: January 16th Location: Wyndham Grand Clearwater Staff Lead: Craig Campbell

Brand Activation:

- Ampersand (&)
- New wrapped & Activations Van



Messaging:

 America's Best Beaches & So Much More



MLK Dream Big Parade

Date: January 20th Location: Downtown St. Pete Staff Lead: Sierra Arana

*Activation Engagements:

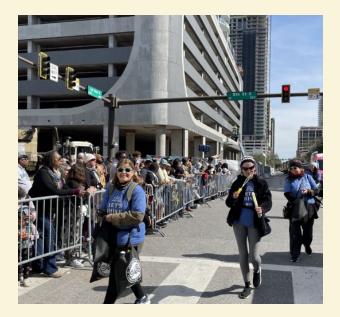
Brand Activation:

- & Branded Boat
- & Branded Activations Van

Messaging:

 America's Best Beaches & So Much More







*Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways

National PIE Day

Date: January 23rd

Location: St. Pete Clearwater International Airport (PIE)

Staff Lead: Brandee Bolden

Brand Activation:

- Signage
- Branded Bar
- Spin the Wheel

Partner Support: PIE

Messaging:

 America's Best Beaches & So Much More







JUCO Kickoff Classic & Showcase

Date: January 24th – 27th **Location:** ROC Park, Madeira Beach

Staff Lead: Jake Hermann

Brand Activation:

• Flags & Banners

Department Support: Sports

Messaging:

• VSPC.com



Florida State USBC Annual Meeting

Date: January 24th – 26th

Location: St. Pete Marriott Clearwater

Staff Lead: Jake Hermann

Brand Activation:

• Flags & Signage

Department Support: Sports

Messaging:

• VSPC.com





Clearwater Marathon & Running Festival

Date: January 24th – 26th **Location:** Sand Key Park **Staff Lead:** Jake Hermann

Brand Activation:

• Flags & Banners

Department Support: Sports

Messaging:

• VSPC.com





Internova FAM

Date: January 27th Location: Vinoy Resort & Spa Staff Lead: Sierra Arana

Brand Activation:

• Let's Shine Letters

Department Support: Leisure Travel Messaging:

• Let's Shine



Internova FAM

Date: January 29th Location: St. Pete Shuffleboard Club Staff Lead: Jake Hermann

Brand Activation:

- Signage
- Hop Up Backdrops
- Let's Shine Bar

Department Support: Leisure Travel

- Messaging:
 - Let's Shine







THANK YOU



